## CONTRACT



WSFA 12 East Delano Ave. Montgomery, AL 36105 (334) 288-1212

www.wsfa.com

And:

PinPoint Media, Inc (B) 1707 Osage St, Ste 103 Alexandria, VA 22302

	Contract / Re	vision		Alt Order #	
	1778288	1		08709730	
Product	•				
LUTHER STRANGE SENA	·Τ				
Contract Dates	Estimate #				
08/08/17 - 08/15/17	803				
<u>Advertiser</u>			<u>Ori</u>	ginal Date	/ Revision
POL/Strange, Luther/R/So	enator/AL		0	7/12/17	/ 08/31/17
	Billing Cycle	Billing	Cal	endar	Cash/Trade
	EOM/EOC	Broado	ast		Cash
	Property	Accou	nt E	xecutive	Sales Office
	WSFA	Ryan E	ddi	ns	HRP-Washingto
	Special Handling				· · · · · · · · · · · · · · · · · · ·
	Demographic				
:	Adults 35+				
	Agy Code	Advert	ser	Code	Product 1/2
	9913865	62			78
	Agency Ref	A		Advertiser	Ref
				1	

	Start/End	Spots	s/ <b>.</b>			
*Line Ch Start Date End Date Description	Time	Days Length Weel	Rate	Type S	pots	Amount
N 1 WSFA 08/11/17 08/11/17 ALABAMA LIVE @ 11A	11-1130Am	:30		NM	1	\$30.00
Start Date         End Date         Weekdays         Spots/Week           Week: 08/07/17         08/13/17        1         1	<u>Rate</u> \$30.00			1		
N 2 WSFA 08/11/17 08/11/17 ALABAMA LIVE @ 1130AM		:30		NM	1	\$30.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>					
Week: 08/07/17 08/13/171 1	\$30.00	.00		NM	1	\$100.00
N 3 WSFA 08/11/17 08/11/17 WSFA 12 News at Noon Start Date End Date Weekdays Spots/Week	12-1230pm <u>Rate</u>	:30		NIVI	1	\$100.00
Week: 08/07/17 08/13/171 1	\$100.00					
N 4 WSFA 08/11/17 08/11/17 Judge Judy 1st Run	330-4p	:30		NM	1	\$270.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 08/07/17 08/13/171 1	<u>Rate</u> \$270.00			- 1		
N 5 WSFA 08/11/17 08/11/17 WSFA 12 NEWS AT 4PM	M-F 4-430P	:30		NM	1	\$60.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 08/07/17 08/13/171 1	<u>Rate</u> \$60.00					
	\$60.00 528am-6am	:30	4	NM	0	\$0.00
N 6 WSFA 08/11/17 08/11/17 Today in Alabama 530a  Start Date End Date Weekdays Spots/Week	Rate	.30		INIVI	U	\$0.00
Week: 08/07/17 08/13/171 1	\$125.00			_ 1		
Spot Ch Date Range Description  1 WSFA 08/07/17-08/13/17 Today in Alabama 530a	Start/End Time 528am-6am	Weekdays Length	<u>Rate</u> \$125.00	<u>Type</u> NM		
Credited	520aiii-0aiii	.30	<del>\$120.00</del>	,,,,,,		
N 7 WSFA 08/11/17 08/11/17 Today In Alabama	6a-7a	:30		NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 08/07/17 08/13/171 1	<u>Rate</u> \$200.00		•	l		
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Type		
1 WSFA 08/07/17-08/13/17 Today In Alabama	6a-7a	F :30	\$200.00	NM		
Credited						
N 8 WSFA 08/11/17 08/11/17 Entertainment Tonight Start Date End Date Weekdays Spots/Week	630-7p Rate	:30		NM	1	\$215.00
Week: 08/07/17 08/13/171 1	\$215.00			l		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.



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Contract Dates Product Estimate #
08/08/17 - 08/15/17 LUTHER STRANGE SE 803

| <u>Advertiser</u> | <u>Original Date / Revision</u> | POL/Strange, Luther/R/St | 07/12/17 / 08/31/17

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate			
N 9 WSFA 08/11/17 08/11/17 NBC Today Show <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 08/07/17 08/13/171 1	7-9am <u>Rate</u> \$115.00	:30 •	<b>NM</b> 1	\$115.00
N 10 WSFA 08/11/17 08/11/17 Dateline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 08/07/17 08/13/171 1	9-10pm <u>Rate</u> \$225.00	:30	<b>NM</b> 1	\$225.00
N 11 WSFA 08/14/17 08/14/17 WSFA 12 News at Ten - MF  Start Date End Date Weekdays Spots/Week  Week: 08/14/17 08/20/17 1 1		:30	NM 1	\$275.00
N 12 WSFA 08/14/17 08/14/17 NBC Today Show 3  Start Date End Date Weekdays Spots/Week Week: 08/14/17 08/20/17 1 1	10-11am Rate \$50.00	:30	NM 1	\$50.00
N 13 WSFA 08/14/17 08/14/17 ALABAMA LIVE @ 11A  Start Date	11-1130Am <u>Rate</u> \$30.00	:30	NM 1	\$30.00
N 14 WSFA 08/14/17 08/14/17 ALABAMA LIVE @ 1130AM  Start Date	1130A-12P <u>Rate</u> \$30.00	:30	NM 1	\$30.00
N 15 WSFA 08/14/17 08/14/17 WSFA 12 News at Noon  Start Date End Date Weekdays Spots/Week  Week: 08/14/17 08/20/17 1 1	12-1230pm <u>Rate</u> \$100.00	:30	NM 1	\$100.00
N 16 WSFA 08/14/17 08/14/17 Judge Judy 1st Run  Start Date End Date Weekdays Spots/Week  Week: 08/14/17 08/20/17 1 1	330-4p <u>Rate</u> \$60.00	:30	NM 1	\$60.00
N 17 WSFA 08/14/17 08/14/17 Today in Alabama 430am  Start Date End Date Weekdays Spots/Week Week: 08/14/17 08/20/17 1 1	430-5a <u>Rate</u> \$5.00	:30 .	NM 1	\$5.00
N 18 WSFA 08/14/17 08/14/17 WSFA 12 NEWS AT 4PM  Start Date   End Date   Weekdays   Spots/Week   Week: 08/14/17 08/20/17 1 1 1	M-F 430-5P <u>Rate</u> \$75.00	:30	NM 1	\$75.00
N 19 WSFA 08/14/17 08/14/17 Today in Alabama 5am <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 08/14/17 08/20/17 1 1	5-530a <u>Rate</u> \$85.00	:30	NM 1	\$85.00
N 20 WSFA 08/14/17 08/14/17 WSFA 12 News at Five  Start Date	5-530pm <u>Rate</u> \$185.00 <u>Start/End Time</u>	:30  Weekdays Length Rate	NM 0	\$0.00
1 WSFA 08/14/17-08/20/17 WSFA 12 News at Five Credited	5-530pm	M :30 \$185.00	NM	
N 21 WSFA 08/14/17 08/14/17 Today in Alabama 530a  Start Date End Date Weekdays Spots/Week Week: 08/14/17 08/20/17 1 1	528am-6am <u>Rate</u> \$100.00	:30	<b>NM</b> 1	\$100.00
N 22 WSFA 08/14/17 08/14/17 WSFA 12 News at Six - MF  Start Date   End Date   Weekdays   Spots/Week  Week: 08/14/17 08/20/17 1	6-630pm <u>Rate</u> \$350.00	:30	<b>NM</b> 1	\$350.00
N 23 WSFA 08/14/17 08/14/17 Today In Alabama	6a-7a	:30	NM 1	\$175.00

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**WSFA** 

12 East Delano Ave. Montgomery, AL 36105

(334) 288-1212

Print Date 08/31/17

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Contract / Revision Alt Order# 08709730 1778288 /

Contract Dates 08/08/17 - 08/15/17

<u>Advertiser</u>

Product Estimate# LUTHER STRANGE SE 803

> Original Date / Revision 07/12/17 / 08/31/17

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www.wsfa.com	POL/Strange, Luther/R/Se 07/12	/17 / 08/31/17
*Line Ch Start Date End Date Description Time	Days Length Week Rate Typ	eSpots Amount
Start Date         End Date         Weekdays         Spots/Week         F           Week: 08/14/17         08/20/17         1         1         \$175	<u>Rate</u> 5.00	
N 24 WSFA 08/14/17       08/14/17 NBC Today Show       7-9am         Start Date       End Date       Weekdays       Spots/Week       F         Week: 08/14/17       08/20/17       1       1       \$115	:30 NM Rate 5.00	1 \$115.00
N         25         WSFA 08/14/17         08/14/17         American Ninja Warrior         7-10pm           Start Date         End Date         Weekdays         Spots/Week         R           Week:         08/14/17         08/20/17         1         1         \$300	:30 NN R <u>ate</u> ).00	1 \$300.00
	:30 NN <u>Rate</u> ).00	1 1 \$50.00
	:30 • NN <u>Rate</u> 5.00	1 \$45.00
N 28 WSFA 08/13/17 08/13/17 WSFA 12 NEWS @ 1030P S1030-11 Start Date	<u>Rate</u>	1 1 \$150.00
	:30 NN <u>Rate</u> 5.00 .	1 1 \$45.00
	:30 NN <u>Rate</u> 5,00	1 1 \$45.00
	:30 NM <u>Rate</u> 0.00	1 1 \$20.00
N 32 WSFA 08/10/17 08/10/17 WSFA 12 News at Ten - MF 10-1035  Start Date End Date Weekdays Spots/Week R Week: 08/07/17 08/13/171 1 \$275	tate .	1 1 \$275.00
N 33 WSFA 08/10/17 08/10/17 NBC Today Show 3 10-11am	<u>tate</u>	1 1 \$50.00
N 34 WSFA 08/10/17 08/10/17 Tonight Show 1035-11 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>R</u> Week: 08/07/17 08/13/171 1 \$115	tate	1 1 \$115.00
N 35 WSFA 08/10/17 08/10/17 ALABAMA LIVE @ 11A 11-1130. <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 08/07/17 08/13/171 1 \$30	tate	1 1 \$30.00
N 36 WSFA 08/10/17 08/10/17 ALABAMA LIVE @ 1130AM 1130A-1	<u>ate</u>	1 1 \$30.00
N 37 WSFA 08/10/17 08/10/17 Judge Judy 1st Run 330-4p <u>Start Date</u> End Date Weekdays Spots/Week  Week: 08/07/17 08/13/171 1 \$270	:30 NN late 0.00 .	1 1 \$270.00
N 38 WSFA 08/10/17 08/10/17 Judge Judy 1st Run 330-4p <u>Start Date</u> End Date Weekdays Spots/Week  Week: 08/07/17 08/13/171 1 \$60	:30 NM : <u>ate</u> :0.00	1 \$60.00

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| Contract / Revision | Alt Order # | 1778288 / | 08709730

 Contract Dates
 Product
 Estimate #

 08/08/17 - 08/15/17
 LUTHER STRANGE SE 803

| <u>Advertiser</u> | <u>Original Date / Revision</u> | POL/Strange, Luther/R/St | 07/12/17 / 08/31/17

	Start/End		Spots/	•			
*Line Ch Start Date End Date Description	Time	Days Le	ngth Week	Rate	Type S <sub>l</sub>	oots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>						
N 39 WSFA 08/10/17 08/10/17 WSFA 12 NEWS AT 4PM	M-F 4-430P		:30		NM	1	\$60.00
Start Date         End Date         Weekdays         Spots/Week           Week: 08/07/17         08/13/17        1         1	<u>Rate</u> \$60.00						
N 40 WSFA 08/10/17 08/10/17 WSFA 12 NEWS AT 4PM	M-F 430-5P		:30		NM	1	\$75.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 08/07/17 08/13/171 1	<u>Rate</u> \$75.00			•			
N 41 WSFA 08/10/17 08/10/17 WSFA 12 News at Five	5-530pm		:30		NM	1	\$185.00
Start Date End Date Weekdays Spots/Week	Rate						*******
Week: 08/07/17 08/13/171 1	\$185.00						
D 42 WSFA 08/10/17 08/10/17 NBC Nightly News	530-6pm		:30		NM	0	\$0.00
N 43 WSFA 08/10/17 08/10/17 WSFA 12 News at Six - MF	•		:30		NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 08/07/17 08/13/171 1	<u>Rate</u> \$350.00						
Spot Ch Date Range Description	Start/End Time	Weekdays	<u>Length</u>	Rate	Type		
1 WSFA 08/07/17-08/13/17 WSFA 12 News at Six - MF	6-630pm	Th	- :30	\$350.00	NM		
Credited							
N 44 WSFA 08/10/17 08/10/17 Today In Alabama	6a-7a		:30		NM	1	\$175.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 08/07/17 08/13/171 1	<u>Rate</u> \$175.00						
N 45 WSFA 08/10/17 08/10/17 Entertainment Tonight	630-7p		:30		NM	0	\$0.00
Start Date End Date Weekdays Spots/Week	Rate			•		-	*****
Week: 08/07/17 08/13/171 1	\$215.00			<b>.</b> .	_ [		
Spot Ch Date Range Description  1 WSFA 08/07/17-08/13/17 Entertainment Tonight	Start/End Time 630-7p	Weekdays	<u>Length</u> - :30	<u>Rate</u> \$215.00	<u>Type</u> NM		
1 WSFA 08/07/17-08/13/17 Entertainment Tonight Credited	030-7p		30	<del>φε τυ.υυ</del>	70101		
N 46 WSFA 08/10/17 08/10/17 NBC Today 2	9-10am		:30		NM	1	\$50.00
Start Date	Rate						
Week: 08/07/17 08/13/171 1	\$50.00						
N 47 WSFA 08/08/17 08/08/17 WSFA 12 News at Ten - MF			:30	•	NM	1	\$275.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 08/07/17 08/13/17 -1 1	<u>Rate</u> \$275.00				İ		
N 48 WSFA 08/08/17 08/15/17 NBC Today Show 3	10-11am		:30		NM	2	\$100.00
Start Date End Date Weekdays Spots/Week	Rate		.00		''''	-	*******
Week: 08/07/17 08/13/17 -1 1	\$50.00						
Week: 08/14/17 08/20/17 -1 1	\$50.00						
N 49 WSFA 08/08/17 08/08/17 Tonight Show	1035-1137pm		:30		NM	1	\$115.00
Start Date         End Date         Weekdays         Spots/Week           Week: 08/07/17         08/13/17         -1         1	<u>Rate</u> \$115.00			•			
N 50 WSFA 08/08/17 08/15/17 ALABAMA LIVE @ 11A	11-1130Am		:30		NM	2	\$60.00
Start Date         End Date         Weekdays         Spots/Week           Week: 08/07/17         08/13/17         -1         1	Rate						
Week: 08/14/17 08/20/17 -1 1	\$30.00 \$30.00				1		
N 51 WSFA 08/08/17 08/15/17 ALABAMA LIVE @ 1130AM	<del></del>		:30		NM	2	\$60.00
Start Date	Rate		.50			•••	400.00
Week: 08/07/17 08/13/17 -1 1	\$30.00						
Week: 08/14/17 08/20/17 -1 1	\$30.00				I		

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This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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 Contract Dates
 Product
 Estimate #

 08/08/17 - 08/15/17
 LUTHER STRANGE SE 803

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week , Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
N 52 WSFA 08/08/17 08/08/17 Judge Judy 1st Run	330-4p	:30	NM 1	\$270.00
Start Date	Rate			
Week: 08/07/17 08/13/17 -1 1	\$270.00			
N 53 WSFA 08/15/17 08/15/17 NET Early Today ON	3-430x	:30	NM 0	\$0.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 08/14/17 08/20/17 -1 1	\$3.00		<b></b>	
Spot Ch Date Range Description	Start/End Time	Weekdays Length . Rate	<u>Type</u>	
1 WSFA 08/14/17-08/20/17 NET Early Today ON	3-430x	-Tu :30 \$3.00	NM	
Credited				***
N 54 WSFA 08/08/17 08/08/17 WSFA 12 NEWS AT 4PM	M-F 4-430P	:30	NM 1	\$60.00
Start Date End Date Weekdays Spots/Week Week: 08/07/17 08/13/17 -1 1	<u>Rate</u> \$60.00			
		0.0		65.00
N 55 WSFA 08/15/17 08/15/17 Today in Alabama 430am	430-5a	:30	NM 1	\$5.00
Start Date         End Date         Weekdays         Spots/Week           Week: 08/14/17         08/20/17         -1         1	<u>Rate</u> \$5.00			
		:30	NM 1	\$85.00
N 56 WSFA 08/15/17 08/15/17 Today in Alabama 5am Start Date End Date Weekdays Spots/Week	5-530a Rate	.30	INIVI	305.00
Week: 08/14/17 08/20/17 -1 1	\$85.00			
N 57 WSFA 08/08/17 08/08/17 WSFA 12 News at Five	5-530pm	:30	NM 1	\$185.00
Start Date End Date Weekdays Spots/Week	Rate	.50	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	φ100.00
Week: 08/07/17 08/13/17 -1 1	\$185.00			
N 58 WSFA 08/08/17 08/15/17 Today in Alabama 530a	528am-6am	:30	NM 2	\$200.00
Start Date End Date Weekdays Spots/Week	Rate			,
Week: 08/07/17 08/13/17 -1 1	\$100.00			
Week: 08/14/17 08/20/17 -1 1	\$100.00			
D 59 WSFA 08/08/17 08/08/17 NBC Nightly News	530-6pm	:30	NM 0	\$0.00
N 60 WSFA 08/08/17 08/08/17 WSFA 12 News at Six - MF	6-630pm	:30	NM 1	\$350.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 08/07/17 08/13/17 -1 1	\$350.00			
N 61 WSFA 08/08/17 08/15/17 Today in Alabama	6a-7a	:30	NM 2	\$350.00
Start Date End Date Weekdays Spots/Week Week: 08/07/17 08/13/17 -1 1	Rate 6175 00	•		
Week: 08/07/17 08/13/17 -1 1 Week: 08/14/17 08/20/17 -1 1	\$175.00 \$175.00			
				e000 00
N 62 WSFA 08/08/17 08/15/17 NBC Today Show	7-9am	:30	NM 2	\$230.00
Start Date End Date Weekdays Spots/Week Week: 08/07/17 08/13/17 -1 1	<u>Rate</u> \$115.00			
Week: 08/14/17 08/20/17 -1 1	\$115.00			
N 63 WSFA 08/08/17 08/08/17 NBC Today 2	9-10am	:30	NM 1	\$50.00
Start Date End Date Weekdays Spots/Week	Rate	.50	14141	\$30.00
Week: 08/07/17 08/13/17 -1 1	\$50.00	·		
N 64 WSFA 08/09/17 08/09/17 ALABAMA LIVE @ 11A	11-1130Am	:30	NM 1	\$30.00
Start Date End Date Weekdays Spots/Week	Rate	.00	,	\$50.00
Week: 08/07/17 08/13/171 1	\$30.00			
N 65 WSFA 08/09/17 08/09/17 WSFA 12 News at Noon	12-1230pm	:30	NM 1	\$100.00
Start Date End Date Weekdays Spots/Week	Rate			*
Week: 08/07/17 08/13/171 1	\$100.00			

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 Contract / Revision
 Alt Order #

 1778288 /
 08709730

 Contract Dates
 Product
 Estimate #

 08/08/17 - 08/15/17
 LUTHER STRANGE SE 803

 Advertiser
 Original Date / Revision

 POL/Strange, Luther/R/St
 07/12/17 / 08/31/17

*Line Ch Start Date End Date Description	Start/End Time	Days Len	Spots/ gth Week	Rate	Type Sp	ots	Amount
Start Date End Date Weekdays Spots/Week	Rate						
N 66 WSFA 08/09/17 08/09/17 WSFA 12 News at Five  Start Date End Date Weekdays Spots/Week Week: 08/07/17 08/13/171 1	5-530pm <u>Rate</u> \$185.00		:30	•	NM	1	\$185.00
N 67 WSFA 08/09/17 08/09/17 Today in Alabama 530a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 08/07/17 08/13/171 1	528am-6am <u>Rate</u> \$100.00		:30		NM	1	\$100.00
N 68 WSFA 08/09/17 08/09/17 WSFA 12 News at Six - MF  Start Date	6-630pm <u>Rate</u> \$350.00		:30	•	NM	1	\$350.00
N 69 WSFA 08/09/17 08/09/17 Today In Alabama <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 08/07/17 08/13/171 1	6a-7a <u>Rate</u> \$175.00		:30		NM	1	\$175.00
N 70 WSFA 08/09/17 08/09/17 Entertainment Tonight  Start Date End Date Weekdays Spots/Week  Week: 08/07/17 08/13/171 1	630-7p <u>Rate</u> \$215.00		:30		NM	1	\$215.00
N 71 WSFA 08/09/17 08/09/17 NBC Today Show  Start Date End Date Weekdays Spots/Week  Week: 08/07/17 08/13/171 1	7-9am <u>Rate</u> \$115.00		:30	•	NM	1	\$115.00
N 72 WSFA 08/09/17 08/09/17 America's Got Talent  Start Date	7-10pm <u>Rate</u> \$500.00		:30	<b>D</b>	NM	0	\$0.00
Spot Ch Date Range Description  1 WSFA 08/07/17-08/13/17 America's Got Talent Credited	Start/End Time 7-10pm	Weekdays W	Length :30	<u>Rate</u> \$500.00	Type NM		
N 73 WSFA 08/08/17 08/11/17 WSFA 12 News at Six - MF	6-630pm <u>Rate</u> \$350.00		:30	4	NM	1	\$350.00
N 74 WSFA 08/08/17 08/11/17 WSFA 12 News at Ten - MF	10-1035pm <u>Rate</u> \$300.00		:30		NM	0	\$0.00
Spot Ch Date Range Description 1 WSFA 08/07/17-08/13/17 WSFA 12 News at Ten - Mi Credited	Start/End Time 10-1035pm	<u>Weekdays</u> -TuWThF	Length :30	<u>Rate</u> \$300.00	<u>Type</u> NM		
N 75 WSFA 08/08/17 08/11/17 NBC Today Show 3  Start Date	10-11am <u>Rate</u> \$50.00		:30		NM	1	\$50.00
N 76 WSFA 08/08/17 08/11/17 WSFA 12 News at Noon  Start Date End Date Weekdays Spots/Week Week: 08/07/17 08/13/17 -T 1	12-1230pm <u>Rate</u> \$100.00		:30		NM	1	\$100.00
N 77 WSFA 08/08/17 08/11/17 ALABAMA LIVE @ 1130AM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 08/07/17 08/13/17 -TWTF 1	1130A-12P <u>Rate</u> \$30.00		:30	•	NM	1	\$30.00
N 78 WSFA 08/14/17 08/15/17 Today In Alabama <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 08/14/17 08/20/17 MT 2	6a-7a <u>Rate</u> \$175.00		:30		NM	2	\$350.00
N 79 WSFA 08/11/17 08/11/17 Today in Alabama 530a	528am-6am		:30		NM	1	\$100.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

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Print Date 08/31/17

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WSFA 12 East Delano Ave. Montgomery, AL 36105 (334) 288-1212

www.wsfa.com

 Contract Dates
 Product
 Estimate #

 08/08/17 - 08/15/17
 LUTHER STRANGE SE 803

Advertiser Original Date / Revision

POL/Strange, Luther/R/S: 07/12/17 / 08/31/17

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
Start Date         End Date         Weekdays         Spots/Week           Week: 08/07/17         08/13/17        F         1	<u>Rate</u> \$100.00			
N 80 WSFA 08/11/17       08/11/17       Today In Alabama         Start Date       End Date       Weekdays       Spots/Week         Week: 08/07/17       08/13/17      F       1	6a-7a <u>Rate</u> \$175.00	:30	<b>N</b> M 1	\$175.00
N 81 WSFA 08/08/17 08/08/17 WSFA 12 News at Ten - MF  Start Date	10-1035pm <u>Rate</u> \$275.00	:30	<b>NM</b> 1	\$275.00
N 82 WSFA 08/12/17 08/12/17 LBS:FOREVER YOUNG <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 08/07/17 08/13/17S- 1	7-10pm <u>Rate</u> \$75.00	:30	NM 0	\$0.00
Spot Ch Date Range Description  1 WSFA 08/07/17-08/13/17 LBS:FOREVER YOUNG Credited	Start/End Time 7-10pm	<u>Weekdays</u> <u>Length</u> , <u>Rate</u> Sa :30 <del>\$75.00</del>	Type NM	
N 83 WSFA 08/13/17 08/13/17 WSFA 12 News at Ten - Su  Start Date End Date Weekdays Spots/Week  Week: 08/07/17 08/13/17S 1	n 10-1030pm <u>Rate</u> \$300.00	:30	<b>NM</b> 1	\$300.00
N 84 WSFA 08/10/17 08/10/17 WSFA 12 News at Noon  Start Date End Date Weekdays Spots/Week Week: 08/07/17 08/13/17T 1	12-1230pm <u>Rate</u> \$100.00	:30	<b>NM</b> 1	\$100.00
N 85 WSFA 08/10/17 08/10/17 RI Falcon Pre-Season Games Start Date Week: 08/07/17 08/13/17 Weekdays Spots/Week 08/07/17 08/13/17T 1	e 6-9p <u>Rate</u> \$300.00	:30	<b>N</b> M 1	\$300.00
N 86 WSFA 08/09/17 08/11/17 Today in Alabama 530a  Start Date End Date Weekdays Spots/Week Week: 08/07/17 08/13/1711 2	528am-6am <u>Rate</u> \$100.00	:30	NM 2	\$200.00
N 87 WSFA 08/10/17 08/10/17 RI Falcon Pre-Season Game	e 6-9p <u>Rate</u> \$300.00	:30	<b>NM</b> 1	\$300.00
N 88 WSFA 08/13/17 08/13/17 Sunday Prime Other  Start Date End Date Weekdays Spots/Week Week: 08/07/17 08/13/17S 1	6-8p <u>Rate</u> \$200.00	:30	<b>N</b> M 1	\$200.00
N 89 WSFA 08/10/17 08/13/17 Late Night w/ Seth Meyers  Start Date End Date Weekdays Spots/Week Week: 08/07/17 08/13/17TF 2	1137p-1237x <u>Rate</u> \$10.00	:30	NM 2	\$20.00
N 90 WSFA 08/12/17 08/12/17 Saturday Prime Other <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 08/07/17 08/13/17S- 1	7-9pm <u>Rate</u> \$75.00	:30 .	<b>NM</b> 1	\$75.00

Totals 88 \$11,115.00

 Time Period
 # of Spots
 Gross Amount
 Agency Comm.
 Net Amount

 07/31/17 -08/15/17
 88
 \$11,115.00
 (\$1,667.25)
 \$9,447.75

 Totals
 88
 \$11,115.00
 (\$1,667.25)
 \$9,447.75

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Original Date / Revision

07/12/17

/ 08/31/17



**WSFA** 12 East Delano Ave. Montgomery, AL 36105 (334) 288-1212

www.wsfa.com

		<u>Alt Order #</u> 08709730
<u>Contract Dates</u>	<u>Product</u>	Estimate #
08/08/17 - 08/15/17	LUTHER STRANGE SE	803

Signature:	Date:	

<u>Advertiser</u>

POL/Strange, Luther/R/Se

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

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REP: TEL# 703-528-9387 CREDIT ADVISORY: AGENORDER WORKSHEET TRF# 1778288 #0 \$\$\$ REP HEADLINE# 8709730 \$\$\$ MOD# 6: APPROVED REV

AUG29/17 11.42 \*\* WSFA-TV \*\*\* 703-516-9680 FROM STATION \*\*CHANGES\*\* FAX# RISK !!! REPORT F CREDIT HARRIS AGENCY

\*\*\* WSFA-TV

11.42 # SALESMAN AUG29/1 REGIONAL (H) EDDINS SEGROVES DATE LOCAL RYAN DANETTE OFF.# WAA CLASS: NATE. PRSN NAME BUYER SALES REP.# INVOICE) NEEDED ORDER, BILLING 103 (LINE, 1707 OSAGE STREET SUITE STRANGE/R/SEN/AL COLOP 22302 8709730 COMMENTS: ٧A PINPOINT MEDIA # ALEXANDRIA, CONTRACT WK-2 EST#803 POLI/L AUG15/17 TAX SENAT NAME NAME STATE LUTHER STRANGE ADV. AGY. DATES AUG8/17 CITY TAX # FLIGHT # ORDER PRDCT ADV AGY

STA:

SCHEDULE CASH IN ADVANCE Þ SH THIS \*\*\*\* CON CM

IDB# 1886. IDB# 9915283 INVOICING: 1 1 ELECTRONIC I SPOT DATA TV INVOICES

FALCONS \$300.00 THANKS, LONG. FALCONS PRE-SEASON RUNNING 30s 30s CONFIRM. LATE RUN. AUG10 AUG10 PLEASE J O CMT:SPOT AIRED LATE DUE TC CMT:SEASON AIRED 6P-913P. MISSED:THU/600P-930P OFFER:THU/911P CMT:SPOT AIRED LATE NO BUYS TO PRINT STATION MAKEGOOD OFFERS BUY#85 UNRESL 8

11118.00 AUG/17

% WIYC O % WBMM 0 CABL 12% WCOV 31% WAKA EAKA % % O 00 WNCF ESFA 4 0 % WSFA \$21,628 TOTALS MARKET

11118.00

TOTAL

CONTRACT TOTAL

PLS ADVISE (AUG29/17)

PRE

DENICE

SHARES ACCURATE

DEMOS- RA35+\* SVC- NSI

1778288 \$\$\$

REP HEADLINE# 8709730 TRF# \$\$\$ MOD# 6: UNAPPROVED REV #1

AUG29/17 11.56 \*\*\* WSFA-TV \*\*\* -9387
AGENCY CREDIT RISK !!!
HARRIS REPORT FROM REP
\*\*CHANGES\*\* \*\* REP: TEL# 703-528-9387 CREDIT ADVISORY: AGENORDER WORKSHEET

ADV #	- ADV.	NAME	ADV. NAME POLI/L STRANGE/R/SEN/AL	REP.#	OFF.#		SALESMAN #
AGY #	_ AGY.	NAME	AGY. NAME PINPOINT MEDIA	BUYER NAM	BUYER NAME DANETTE SEGROVES	SEGROVE	3.5
			1707 OSAGE STREET SUITE 103	SALES PRS	SALES PRSN WA- RYAN EDDINS (H)	AN EDDIN	1S (H)
			ALEXANDRIA, VA 22302				
ORDER #		The second secon	CONTRACT # 8709730	CLASS: NATL.		LOCAL	REGIONAL
PRDCT LUTHER	STRANG	E SEN	LUTHER STRANGE SENAT EST#803 COMMENTS: (LINE, ORDER, INVOICE	OICE)			
FLIGHT DATES AUG8/17 AUG15/17 WK-2	UG8/17	AUG	15/17 WK-2				
CITY TAX	Š	STATE TAX	rax CO-OP BILLING NEEDED			DATE	DATE_AUG29/17 11.56

RYAN THANKS JASMINE FOR REVISED ORDER
M8 OKD AS LINE 91
TTL SAME, \$11,118
PLS CONFM

REP:

STA:

\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\* CON CM

ELECTRONIC INVOICING: SPOT DATA - IDB# 1886. TV INVOICES - IDB# 9915283.

: TOTL:	:SPTS:	
DAYS		
: SPTS: WEEK:	E : /WK: INVT :	
END	DATE	
START	DATE	(
••	••	(
RATE		
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SEC		
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:LINE#:REP	: LI	

:SPTS		0
	•	
INVT:	•	THU
DATE : /WK: INVT		0
: DATE	•	8/10
DATE		8/10
••	AGENCY EST# = 8	\$300.00
••	DE = 62 = 78 ·	30
	AGENCY ADVERTISER CODE AGENCY PRODUCT CODE = '	S 600P-930P
: LINE#	AA	82
- 1		

FALCONS PRE-SEASON SPOT IS NA. PLEASE CONFIRM ASAP!! ONE OF THE OFFERS AFFECTS TOMORROW. THANKS, DENICE MAKE-GOOD FOR AUG9 ON LINE-72 FOR 1 SPOT/WK PROGRAM : ORD COM1:

THIS IS A

FAX# RISK !!! CREDIT HARRIS AGENCY REP: TEL# 703-528-9387 CREDIT ADVISORY: ORDER WORKSHEET 1778288 \$\$\$

HEADLINE# 8709730 TRF# MOD# 6: UNAPPROVED REV #1

REP \$\$\$

\* O

AUG29/17 11 \*\*\* WSFA-TV

\* \* CHANGES \* \*

FROM REP

REPORT

703-516-9680

									(	į	,	
						Andrews from terror recovers to the second						
SPTS:		INVI:	: /WK: INVT	DATE	••	DATE					LINE#: :	••
: TOLT:	DAYS	WEEK :	END : SPTS: WEEK	DZ DZ	••	START	••	RATE	: LGTH : SEC :	TIME PERIOD	KEF :CD:	LING#: KEF

: TOTL:	Н
DAYS	
WEEK : INVT :	THU
END :SPTS: WEEK DATE : /WK: INVT	Н
END DATE	8/10
START DATE	8/10
	w
RATE	\$300.00
 U	
SEC	
LGTH	30 20 20 20 20 20 20 20 20 20 20 20 20 20
NE#:REP :CD: TIME PERIOD :LINE#: :	91 A 911P PROGRAM : FALCONS PRE-SF
: LID	

LONG. FALCONS THANKS, DENICE ORD COM1: SPOT AIRED LATE DUE TO FALCONS PRE-SEASON RUNNING ORD COM2: SEASON AIRED 6P-913P. PLEASE CONFIRM. LATE RUN. THIS IS ACCEPTANCE OF A LATE RUN SPOT ON LINE-85

PRE-

FALCONS

(AUG29/17) \$300.00 30s 30s AUG10 AUG10 MISSED: THU/600P-930P OFFER: THU/911P STATION MAKEGOOD OFFERS: BUY#85 OK'D

PLS ADVISE FALCONS PRE-THANKS, DENICE LONG. FALCONS PRE-SEASON RUNNING PLEASE CONFIRM. LATE RUN. CMT:SPOT AIRED LATE DUE TO CMT:SEASON AIRED 6P-913P. 11118.00

TOTAL

CONTRACT TOTAL

0/0 WIYC % WBMM 0% CABL WCOV 12% % H % W % W EAKA WAKA % % % ESFA WNCF 49% WSFA \$21,628 TOTALS MARKET

SHARES ACCURATE

11118.00

AUG/17

DEMOS- RA35+\* ISN SVC-

\*-MULTIPLE N-PROGRAM NAME Z-COMMENTS M-MAKEGOOD Y-DAYS L-LENGTH X-LATE DE-DELETE E-EFF DATES T-TIME S-SPOTS PER WEEK C-CANCELLED R-RATE Q-PAID PGM TYPE B-BUY P-CLASS, PLAN, SECT A-ADD MOD CODE

REP: TEL# 703-52 CREDIT ADVISORY

REP HEADLINE# 8709730 TRF# 1778288 \$\$\$ MOD# 6: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-528-9387
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET
HARRIS REPORT FROM STATION AUG31/17 09.22
\*\*CHANGES\*\* \*\*\* WSFA-TV \*\*\*

ADV # ADV. NAME POLI/L STRANGE/R/SEN/AL	REP.# OFF.#	SALESMAN #
AGY # AGY. NAME PINPOINT MEDIA	BUYER NAME DANETTE SI	SEGROVES
1707 OSAGE STREET SUITE 103	SALES PRSN WA- RYAN	EDDINS (H)
ALEXANDRIA, VA 22302		
ORDER # CONTRACT # 8709730	CLASS: NATL. LOCAL	REGIONAL
PRDCT LUTHER STRANGE SENAT EST#803 COMMENTS: (LINE, ORDER, INVO	INVOICE)	
FLIGHT DATES AUG8/17 AUG15/17 WK-2		
CITY TAX STATE TAX CO-OP BILLING NEEDED	Name and the state of the state	DATE_AUG31/17 09.22
REP: REVISED ORDER M8 OKD AS LINE 91 TTL SAME, \$11,118 PLS CONFM THANKS JASMINE FOR RYAN		
STA:		
CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE ****		
ELECTRONIC INVOICING: SPOT DATA - IDB# 1886. TV INVOICES - IDB# 9915283.		
85 S 600P-930P 30 \$300.00 8/10	8/10 0	THU 0
PROGRAM: FALCONS PRE-SEASON ORD COM1: SPOT IS NA. PLEASE CONFIRM ASAP!! ONE OF THE OFF ORD COM2: THANKS, DENICE THIS IS A MAKE-GOOD FOR AUG9 ON LINE-72 FOR 1 SPOT/WK	OFFERS AFFECTS TOMORROW.	
91 A 911P 30 \$300.00 8/10	8/10 1	THU 1
PROGRAM: FALCONS PRE-SEASON ORD COM1: SPOT AIRED LATE DUE TO FALCONS PRE-SEAS ORD COM2: SEASON AIRED 6P-913P. PLEASE CONFIRM. THIS IS ACCEPTANCE OF A LATE RUN SPOT ON LINE-85 TION MAKEGOOD OFFERS:	LONG. FALCONS THANKS, DENICE	
MISSED:THU/600P-930P  OFFER:THU/911P  AUG10  CMT:SPOT AIRED LATE DUE TO FALCONS  CMT:SEASON AIRED 6P-913P. PLEASE C	30S \$300.0 30S \$300.0 SON RUNNING LONG. LATE RUN. THANKS,	0 (AUG29/17) 0 PLS ADVISE. FALCONS PRE- DENICE

AGENCY REP HEADLINE# 8709730 TRF# 1778288 \$\$\$ MOD# 6: UNAPPROVED REV #1 \$\$\$

AUG31/17 09.22 703-516-9680 FROM STATION \*\*CHANGES\*\* FAX# CREDIT RISK !!! HARRIS REPORT F REP: TEL# 703-528-9387 CREDIT ADVISORY: AGEN ORDER WORKSHEET

\*\*\* WSFA-TV

(AUG31/17)

\$3.00

308

MISSED: TUE/400A-430A OFFER: NONE STATION MAKEGOOD OFFERS M9 UNRESL BUY#53

DID NOT AIR DUE TO ELECTION BEING OVER. THANKS, DENICE I OVERLOOKED THIS NA. CREDIT AND CONFIRM. CMT:SORRY, CMT:PLEASE

AUG15

11118.00

TOTAL

CONTRACT TOTAL

11118.00 AUG/17

% WIYC % WBMM CABL 0% WCOV 12% ₩ ₩ % WAKA EAKA % % O 0 WNCF WSFA 49% MARKET TOTALS \$21,628

SHARES ACCURATE

DEMOS- RA35+\* SVC- NSI

\*-MULTIPLE N-PROGRAM NAME Z-COMMENTS M-MAKEGOOD Y-DAYS L-LENGTH X-LATE DE-DELETE E-EFF DATES T-TIME S-SPOTS PER WEEK C-CANCELLED R-RATE Q-PAID PGM TYPE B-BUY P-CLASS, PLAN, SECT A-ADD MOD CODE

1778288 \$\$\$

REP HEADLINE# 8709730 TRF# \$\$\$ MOD# 6: UNAPPROVED REV #2

703-516-9680 FROM REP FAX# RISK !!! REPORT CREDIT HARRIS AGENCY REP: TEL# 703-528-9387 CREDIT ADVISORY: AGENORDER WORKSHEET

AUG31/17 09.46

\*\*\* WSFA-TV

.46 00 # DATE AUG31/17 SALESMAN REGIONAL (H)SEGROVES EDDINS LOCAL RYAN DANETTE OFF.# WA-CLASS: NATL SALES PRSN NAME BUYER REP.# INVOICE) BILLING NEEDED ORDER, 103 (LINE, 1707 OSAGE STREET SUITE STRANGE/R/SEN/AL CO-OP COMMENTS: # 8709730 22302 ٧A PINPOINT MEDIA ALEXANDRIA CONTRACT WK-2 LUTHER STRANGE SENAT EST#803 POLI/L AUG15/17 TAX NAME NAME STATE ADV. AGY. DATES AUG8/17 CITY TAX # FLIGHT # ORDER PRDCT ADV AGY

THANKS JASMINE FOR RYAN REVISED ORDER
M9 OKD AS A CREDIT
PREVIOUS TTL \$11,118
REVISED TTL, \$11,115
\$3 WILL BE CREDITED PLS CONFM REP:

STA:

A CASH IN ADVANCE SCHEDULE \*\*\*\* H S THIS \*\*\*\* CON CM

- IDB# 1886. - IDB# 9915283 INVOICING: TV INVOICES ELECTRONIC SPOT DATA

: TOTI:	:SPTS:	
DAYS		*
WEEK	: TVNI	
:SPTS:	: /WK:	
END	DATE	•
: I		
START	DATE	
	••	
RATE		•
SEC		
LGTH	••	•
	••	
TIME PERIOD		•
:CD:		
INE#:REP	:LINE	
: LI		

.. ..

0

TUE

0 8/1 8/15 803 1 EST# AGENCY \$3.00 62 30 11 78 AGENCY ADVERTISER CODE PRODUCT CODE = 400A-430A AGENCY Ø 53

MISSED AUG15 PROGRAM: NBC EARLY TODAY CON COM1: NBC EARLY TODAY CREDIT TAKEN FOR 1 SPOT(S) AGENCY 1778288

REP HEADLINE# 8709730 TRF# \$\$\$ MOD# 6: UNAPPROVED REV #2

AUG31/17 09.46 \*\*\* WSFA-TV \*\*\* 703-516-9680 RISK !!! REPORT FROM REP \*\*CHANGES\*\* CREDIT REP: TEL# 703-528-9387 CREDIT ADVISORY: AGEN ORDER WORKSHEET

LINE#: REP : CD:	: TIME PERIOD	 LGTH : SEC	 U	RATE	 START		END.	:SPTS:	WEEK :	DAYS	:TOT:
:LINE#:		 ••			 DATE	••	DATE	: /WK:	LANI		SPTS:

(AUG31/17)

DID NOT AIR DUE TO ELECTION BEING OVER, THANKS, DENICE

CONTRACT

\$3.00 308 AUG15 OFFER: NONE CMT:SORRY, I OVERLOOKED THIS NA. CMT:PLEASE CREDIT AND CONFIRM. MISSED: TUE/400A-430A STATION MAKEGOOD OFFERS:
M9 OK'D BUY#53

11115.00 TOTAL % WIYC TOTAL 0% WBMM 0% CABL WCOV 12% 31% WAKA EAKA ω O WNCF ESFA WSFA 49% MARKET TOTALS \$21,628

ACCURATE SHARES

11115.00

AUG/17

DEMOS- RA35+\* SVC- NSI

\*-MULTIPLE N-PROGRAM NAME Z-COMMENTS M-MAKEGOOD Y-DAYS L-LENGTH X-LATE DE-DELETE E-EFF DATES T-TIME S-SPOTS PER WEEK C-CANCELLED R-RATE Q-PAID PGM B-BUY TYPE P-CLASS, PLAN, SECT MOD CODE A-ADD